

## Asia's largest ICT event brings record crowds

This year, 41 Canadian companies participated in **CommunicAsia/BroadcastAsia**, Asia's largest communications, broadcasting and information technology trade event. Canadian companies returned to the show in record numbers after a one-year break in 2003 when the show was cancelled due to concerns over the SARS outbreak in the region.

"CommunicAsia/BroadcastAsia is a key platform for Canadian companies to access ICT markets across the Asia-Pacific region," says Steven Gawreletz, Senior Trade Commissioner and Counsellor (Commercial) of the Canadian High Commission in Singapore. "We were delighted to see the return of so many Canadian companies at this year's show, as well as first time participation by many new media companies."

"The strong Canadian presence underscores our companies' recognition of the opportunities available in the Asia-Pacific region," adds Margo Morin, Executive Director of the ICT Branch at Industry Canada. "The strongest growth overall for Canada's ICT sector was in Southeast Asia, where sales reached \$253

million, surpassing the growth of exports in other key markets."

The Canadian pavilion showcased a number of unique Canadian technologies demonstrating Canada's innovative capabilities in the ICT sector. A live Singapore-Canada Gaming Challenge was staged to showcase "Neverwinter Nights", an award-winning Canadian game by Bioware Inc. The live gaming sessions were supported by Wi-LAN Inc.'s WIMAX, the latest in Canadian wireless broadband solutions.

"Our participation at CommunicAsia has been a very productive experience. Being part of the Canadian pavilion means that despite being a relatively small exhibitor in a large and crowded event, we were able to elevate our visibility," says Kia Chong, Director of Asia Pacific Sales at Wi-LAN Inc.

### ICT Partnering Forum

One of the highlights of the week was the Canada-Southeast Asia ICT Partnering Forum. The full-day conference profiled 18 companies that presented their products and technologies to an audience of 180 local and regional ICT executives. It was a key venue for the Canadian participants to meet with potential partners and buyers in the region.

"Our participation in the Partnering Forum was particularly valuable in connecting us directly to a number of high-quality prospective clients. The event proved to be an efficient strategy for identifying and exploring meaningful new sales leads," says Garth Sam, Vice-President of Atlas Micronet Inc.

Canada's recognized top position in e-government services drew much attention on the margins of the CommunicAsia trade show. Simon Gauthier, Canada's Deputy Chief Information Officer, was invited to speak at **iX 2004**, a regional IT business forum organized in conjunction with CommunicAsia. More than 800 senior business and IT executives, including e-government officials from across the region, attended the conference and learned about Canada's successes in creating the world's best government on-line service.

Momentum is already building for the next CommunicAsia/BroadcastAsia, which will be held from June 14 to 17, 2005. **For more information**, contact Esther Ho, e-mail: spore-td@international.gc.ca, Canadian High Commission in Singapore, or Michael Cleary, Office of International Business Development, Industry Canada, tel.: (613) 991-4903, Web site: www.infoexport.gc.ca. ★

## Canadian canola — continued from page 1

canola for extraction purposes. The resolution of these issues helped spur local importers' interest in Canadian canola seed.

Encouraged by the positive signals from the Pakistan market, the Canola Council of Canada (CCC) and the Canadian High Commission jointly held a series of seminars in January 2004 to promote the use of Canadian canola oilseed and meal by the local solvent extraction industry and feed mills. The CCC also funded the visit of an expert in edible oils to Pakistan to hold technical discussions with solvent extractors and oil refiners to help improve the processing of Canadian canola seed and oil in their factories. The local industry has welcomed this initiative, as the traditional suppliers of edible oilseeds have never held any promotional activities in this market to help the local crushers resolve their processing issues.

The future of Canadian canola is very bright as Pakistan now imports close to 1 million tonnes of edible oilseed. Imports are expected to rise even further, given the high population growth rate and low priority for the local production of edible oilseeds. Canadian canola producers and exporters anticipate a sustained demand for their product in Pakistan for years to come.

**For more information**, contact Jean-Stéphane Couture, Senior Trade Commissioner, Canadian High Commission in Pakistan, tel.: (011-92-51) 227-9100, fax: (011-92-51) 227-9111, e-mail: jean-stephane.couture@international.gc.ca. ★

## 2004 Hydrogen & Fuel Cells Conference

**TORONTO** – September 25-28, 2004 – The **2004 Hydrogen & Fuel Cells Conference** will be a unique opportunity to discuss the latest developments in hydrogen and fuel cell research and product developments and to meet industry, government and academic leaders who are shaping this growing industry. You will also have the chance to attend plenary sessions, presentations and commercial exhibits as well as learn about the latest research and commercialization developments. Witness an exciting array of industrial and product

demonstrations to obtain a better understanding of Canadian capabilities in this important industry.

Meet members of the Canadian Trade Commissioner Service from key foreign markets to explore export opportunities in their respective markets.

**For more information**, contact the conference secretariat, tel.: (604) 688-9655, or Frédéric Fournier, International Trade Canada, tel.: (613) 996-1758, e-mail: frederic.fournier@international.gc.ca, Web site: www.hydrogenfuelcells2004.com. ★

## Tune in to mentorship program launch

On September 23, 2004, Young Entrepreneurs Association of Canada (YEA) will host a series of gala lunch events—simulcast in 7 cities across Canada—to introduce the **Peer Mentorship Program**. This program is designed to support young and new entrepreneurs through the early stages of business development.

The 30-minute production will feature presentations from entrepreneurs, government representatives and program partner organizations. Discussions will cover the hurdles of entrepreneurship and how this new program can make a difference in overcoming these challenges in building sustainable enterprises. With a target audience of 10,000 viewers, partners and sponsors will have access to an exclusive audience of dynamic business owners.

The YEA is a national, non-profit organization providing unique opportunities for entrepreneurs under 35 and under to connect with peers who understand the challenges and rewards of entrepreneurship. **For more information**, go to www.yea.ca. ★

## Multi-sector fair largest in South America

**BOGOTÁ, COLOMBIA** — September 28 - October 2, 2004 — Held every two years, the **Bogotá International Trade Fair (BIF)** has become the largest multi-sector industrial trade show in South America.

BIF gathers international manufacturers and suppliers of equipment and services from a wide array of sectors and disciplines from metal mechanical equipment and plastics processing machinery to construction equipment, communications and information technology and security products. This fair is the region's main industrial development forum.

Last year's show attracted 675 international exhibitors from 19 countries including the United States, Canada,

Germany, Spain, France, Italy, the Netherlands, Belgium, Denmark, China, Brazil and Venezuela. More than 50,000 professional buyers from Colombia and neighbouring countries attended.

**For more information**, contact CORFERIAS, fair organizer, tel.: (011-571) 381-0000, fax: (011-571) 337-7964, e-mail: eserrano@corferias.com or tmunoz@corferias.com, Web site: www.feriainternacional.com, or the Canadian Embassy in Bogotá, tel.: (011-571) 657-9800, fax: (011-571) 657-9915, e-mail: bgota-td@international.gc.ca, Web site: www.bogota.gc.ca. ★

## Columbia to host major ICT event

**CARTAGENA, COLOMBIA** — October 20-22, 2004 — **Andicom 2004**, is the Andean region's largest and most respected information and communications technology (ICT) trade show. More than 500 companies participated at last year's exhibition, including industry heavyweights like Cisco Systems, Alcatel, Motorola and Bellsouth.

This year's event is of special interest to Canada because of the strong performance of the Colombian economy. The country projects its gross domestic product to grow by 5% in 2004. In fact, an increasing number of Canadian companies are seeking new business opportunities in the region.

This year, Andicom will profile Sweden, which is heavily promoting its ICT sector and is bringing world-class companies like Swedtel and Ericsson to the exhibition.

**For more information**, contact the Canadian Embassy in Bogotá, tel.: (011-57-1) 657-9800, fax: (011-57-1) 657-9915, e-mail: bgota-td@international.gc.ca, Web site: www.cintel.org.co. ★